

Appl. No. : 09/850,263  
Filed : May 7, 2001

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27 59. (New) The system of Claim 58, wherein the computer system identifies the multiple items selected by the target user at least in-part by identifying items currently in an electronic shopping cart of the target user.

28 60. (New) The system of Claim 58, wherein the computer system identifies the multiple items selected by the target user at least in-part by accessing a purchase history to identify items previously purchased by the target user.

### REMARKS

Applicants' representative would like to initially thank Examiner Champagne for the courtesy he extended during the telephone interview on January 2, 2003.

#### I. Amendments to Claims 1 and 17

By the foregoing Amendment, Claims 1 and 17 have been amended to require that the multiple items be identified "without requiring the target user to explicitly rate items or explicitly create an input list of items." This added language is supported by the disclosure in the present application that the items known to be of interest to the target user may be identified from the user's purchase history, the user's current shopping cart contents, and/or the user's item viewing history, without requiring the user to rate any items. See, e.g., page 2, lines 14-17; page 3, lines 12-15; page 4, line 30 to page 5, line 7; page 8, lines 4-10; and page 15, lines 10-26.

As discussed during the interview, the Whiteis patent does not disclose this feature of the invention. Rather, Whiteis discloses a system in which the user apparently must create an input list of his or her favorite items. Such a system would be of limited utility to online merchants, as many users would not take the time to create such an input list. Systems that require users to explicitly rate items (e.g., by assigning a numerical score to each item) suffer from a similar problem.

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**II. Allowable Claims rewritten in independent form**

In the Office Action, the Examiner indicated that dependent Claims 13 and 29 would be allowable if rewritten in independent form to include all of the limitations of their respective base claims and any intervening claims. By the foregoing amendment, these two claims have been so rewritten as independent Claims 55 and 58, respectively. (Note that the "real time" limitation is recited in the second subparagraph of each of these claims.)

In connection with these new independent claims, Applicants have also added new dependent Claims 56, 57, 59 and 60 to the application. These new dependent claims are supported by the above-cited portions of the application as originally filed.

No new matter has been added by the foregoing amendments.

**III. Conclusion**

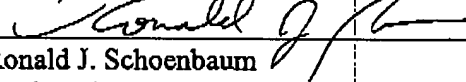
In view of the foregoing amendments and remarks, Applicants submit that the application is now in condition for allowance.

If any issues remain that can potentially be resolved by telephone, the Examiner is invited to call the undersigned attorney of record at 949-721-2950.

Respectfully submitted,

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Dated: 1-6-03

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A method of recommending items to users from a database of items, the method comprising:

providing a table that maps items from the database to respective sets of similar items, wherein the table includes values that indicate degrees of similarity between specific items, said values reflecting an automated analysis of historical data indicating item interests of each of a plurality of users; and

using the table to provide personalized item recommendations to each of a plurality of target users, wherein the personalized item recommendations are generated for a target user by at least:

identifying multiple items selected by the target user, wherein the multiple items are identified without requiring the target user to explicitly rate items or explicitly create an input list of items; and

selecting similar items from the table to recommend to the target user such that a determination of whether to recommend a particular similar item takes into consideration a degree to which that similar item is similar to each of the multiple items selected by the target user, as indicated by the table.

17. (Amended) A system for recommending items to users from a database of items, the system comprising:

a table that maps items from the database to sets of related items, wherein the table includes values that indicate degrees of relatedness between specific items, said values reflecting an automated analysis of historical data indicating item interests of a plurality of users; and

a computer system programmed to use the table to provide personalized item recommendations to target users, wherein the computer system generates personalized item recommendations for a target user by at least:

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identifying multiple items selected by the target user, wherein the multiple items are identified without requiring the target user to explicitly rate items or explicitly create an input list of items; and

selecting related items to recommend to the target user such that a related item is selected to recommend based at least in part upon a degree to which that related item is related to each of the multiple items selected by the target user, as indicated within the table.

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